Nova Scotia

# PROGRAMS AND SERVICES

# FOR

# TOURISM AND CULTURE

# IN

# NOVA SCOTIA

Prepared by:

Industry Development Division
Department of Tourism and Culture

1991

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## INTRODUCTION

The purpose of this handbook is to list services and programs which are likely to be most useful to individuals, firms and organizations involved in Tourism and Culture in Nova Scotia. The booklet, prepared by the Industry Development Division of the Department of Tourism and Culture, lists federal, provincial, municipal and private sector services, programs, and organizations. Provincial agencies are listed first, followed by the federal and municipal government levels and the private/non-profit sector.

While this handbook attempts to be comprehensive, information will change as time passes. To ascertain the validity of information, or if there are questions not covered by this handbook, contact should be made with the Department of Tourism and Culture:

**Mailing Address:**

N.S. Department of Tourism and Culture
P.O. Box 456
Halifax, Nova Scotia
B3J 2R5

**Location:**

4th Floor, Cornwallis Place
1601 Lower Water Street
Halifax, Nova Scotia

**Telephone:** 902-424-3908

**Fax:** 902-424-2668

Nova Scotia

PROVINCE OF NOVA SCOTIA

Nova Scotia

## TOURISM AND CULTURE

The Department of Tourism and Culture is charged with the development of both tourism and culture in Nova Scotia. Through promotion, financial assistance, counselling and operation of facilities, the Department seeks to enhance tourism as an important industry. The Department also encourages the orderly development and preservation of cultural activities through an integrated strategy of financial assistance, advisory services, program operation and infrastructure creation. The Department consists of six divisions: Finance and Administration, Industry Development, Travel Information, Marketing, Provincial Resort Hotels, and Cultural Affairs. The mailing address for all offices of the Department is:

P.O. Box 456
Halifax, Nova Scotia
B3J 2R5
Telephone: 902-424-5000
Fax: 902-424-2668

### FINANCE AND ADMINISTRATION

The Finance and Administration Division is responsible for the provision of budgeting, accounting, financial reporting, internal audit, personnel, payroll and data and word processing services to the Department of Tourism and Culture and the operation of schooner Bluenose II. For more information, contact:

Director, Finance and Administration Division
Telephone: 424-5005

Specific questions about the operation and schedule of the schooner Bluenose II should be directed to: Manager, Bluenose II, telephone: 424-8992 while seasonal ticket information for Halifax Harbour tours is available at 422-2678.

### INDUSTRY DEVELOPMENT

The Industry Development Division is service-oriented, aiding interested parties in developing tourism-related operations and encouraging the development of needed tourism industry attractions, facilities and services throughout the province.

The Division also acts as a liaison with the Tourism Industry Association of Nova Scotia, the ten regional tourist associations, the Voluntary Planning Board Tourism Sector, the Restaurant and Foodservices Association of Nova Scotia, the Innkeepers Guild of Nova Scotia, the Nova Scotia branch of the Canadian Federation of Chefs de Cuisine, and the Campground Owners Association of Nova Scotia.

For more information on the activities of the Industry Development Division, contact:

Director, Industry Development Division
Telephone: 424-5004

## Training and Inspection Services

The Training and Inspection Services Section provides training and inspection services for tourist operators. The training function of the Section provides advice to new and existing operators in the human resource area. Counselling is available on such issues as food and beverage costing, labour costing, menu design, interviewing and hiring techniques and customer relations for roofed accommodations, restaurants and campgrounds.

The inspection function of the Section administers the Hotel Regulations Act and the Campground Establishments Regulation Act and regulations established thereunder.

The Section approves plans and specifications for new accommodations and campgrounds under the construction requirements of the Regulations and acts as a liaison with related government departments. Advice and counselling is also available to prospective accommodation and campground operators in matters relating to design and construction. The Section distributes three information kits of use to potential tourist operators: Opening a Tourist Home, Bed-and-Breakfast or Small Country Inn; Opening a Campground; and Opening New Accommodation.

For more information on training and inspection services, please contact:

Manager, Training and Inspection Services Section
Telephone: 424-3940

## Planning and Development

The Planning and Development Section serves three basic functions:

1. The provision of a business advisory service in the planning and development of tourist operations;

2. The formulation of policies and programs for the tourism industry; and
3. Works co-operatively with other provincial departments and the federal government on development of and provision of financial assistance to tourism-related projects.

For more information, contact:

Manager, Planning and Development Section
Telephone: 424-3908

## Research

The Research Section of the Division collects, analyzes and disseminates tourism statistics and information. Three types of statistics are available to the public: motor vehicle tallies, accommodation statistics and visitor and resident travel surveys. Other more specialized research topics have also been carried out. For more information, please contact:

Research Analyst, Research Section
Telephone: 424-4264

## TRAVEL INFORMATION

The mandate of the Travel Information Division is to deliver information to visitors, potential visitors and residents alike through literature distribution, audio visual materials, provincial information centres, and an information centre in Portland, Maine. For more information, please contact:

Director, Travel Information Division
Telephone: 424-5014

## Literature Distribution

The Travel Information Division operates a distribution centre which receives and distributes provincial and private sector literature to all provincial and municipal centres throughout the province. These brochures must be printed on standard size stock which is self-supporting when placed in literature racks. For more information, please contact:

Manager, Distribution Centre
Telephone: 424-4057

## Audio-Visuals

The Audio-Visual Section provides a resource centre for the promotion of the tourism industry through the use of a library of 35mm colour slides, 2 1/2 colour negatives and a wide range of travel videos in VHS, Beta and 3/4" format. For more information, please contact:

Audio Visual Section
Telephone: 424-2859

## Information Centres

The Travel Information Division operates eleven visitor information centres in Canada. These centres advise travellers of what there is to see and do, in hopes of maximizing their length of stay in the province. Several of these centres offer interpretation displays, Check Inns reservation system and currency exchange.

These facilities are located at Amherst, Halifax International Airport, Halifax/Historic Properties, and Portland, Maine (all year-round Centres) as well as at Yarmouth, Digby, Port Hastings, Antigonish, Airport Highway, Annapolis Royal, Pictou and Wood Islands, P.E.I. Visitor statistics are available and could be of value to new and existing tourism facilities. For more information, please contact:

Manager, Nova Scotia Visitor
Information Centres
Telephone: 424-5014

## Portland Information Centre

The Travel Information Division operates a year-round information centre in Portland, Maine. Through this office, all United States mail and toll-free telephone call inquiries are received. In response to these calls, the office distributes travel kits. For more information, please contact:

Manager, Portland Information Centre
136 Commercial Street
Portland, Maine
U.S.A. 04101
Telephone: (207) 772-0017

## MARKETING

The Marketing Division is responsible for increasing the awareness of Nova Scotia as a vacation destination through advertising, promotion and the travel trade. For more information, please contact:

Director, Marketing Division
Telephone: 424-5012

### Market Development

The Market Development Section develops tourism through the identification and development of new markets. The Section is involved in the implementation of major promotions, the development of convention and meeting business, the supply of promotional material for marketing purposes and the production of travel literature.

For more information, contact:

Manager, Market Development Section
Telephone: 424-4191

To assist in selling Nova Scotia to a group as a convention destination, the following material may be provided:

a) An audio/visual presentation marketing Nova Scotia as a meeting/convention site. This presentation covers the entire province depicting Nova Scotia as a combined convention and tourist destination. Both VHS and Beta format are available. Video cassettes of a special interest are also available in 1/2" and 3/4" format.

b) A limited number of promotional items (pins, table flags, etc.) are also available.

Once a group is committed to coming to Nova Scotia, the following can be provided:

a) Promotional items (depending on availability)

- plastic Nova Scotia flag pins
- Order of Good Time Certificates, initiating out-of-province delegates as members of the Order of Good Time - America's oldest social club.

b) Publications

- Shell Brochures - available in quantities which can be over-printed with convention information.
- Lure Brochures - available in quantities to be included in mailouts to potential delegates.
- Travel Guide - outlines complete travel information for visitors to Nova Scotia, ie. Where to Stay, What to See, What to Do, Where to Eat. This Travel Guide will be mailed upon receipt of listing of all out-of-province pre-registered delegates.

c) Resource Information

- contacts for tour operators conducting pre- and post- conference tours
- data on meeting/convention facilities throughout the province.

Further information or materials may be requested from:

Marketing Assistant (Convention Services)
Telephone: 424-4672

Travel Trade

The Travel Trade Section develops tourism through the promotion of travel trade which includes facilitating the development of programs for the private sector, wholesalers, retail travel agents and third party interests. The Section encourages relationships between wholesalers and retail travel agents, the transportation sector, and the provincial tourism industry. Marketing assistance is available to tour operators in the form of cooperative advertising plans, familiarization tours and slides and other audio-visual material. The industry is also encouraged to participate in trade shows and activities.

The Travel Trade Section also promotes Nova Scotia as a destination for incentive travel and markets Nova Scotia overseas. Overseas marketing programs encourage the travel trade to develop a range and variety of pre-packaged tour products and stimulates the successful merchandising of these products in the British Isles and continental Europe. For more information, contact:

Manager, Travel Trade Section
Telephone: 424-4191

Outdoor Promotion

The Outdoor Promotion Section promotes and develops outdoor tourism opportunities. Private sector involvement is sought to further expand, upgrade and develop the full potential of the

Province's natural resources by utilizing existing properties to encourage this development. For more information, contact:

Supervisor, Outdoor Promotion Section
Telephone: 424-4153

## Attractions and Events

The Attractions and Events Section is responsible for the development and enhancement of high quality attractions and special events throughout the province.

This section develops and implements regional educational workshops and seminars; administers a grant program in co-operation with the regional tourist associations; and provides one-on-one consultation on tourism marketing interests to attraction and event organizers and related associations.

For more information, contact:

Manager, Attractions and Events
Telephone: 424-4579

## Advertising

The Advertising Section develops and implements advertising policies and programs in cooperation with and for the assistance of the private sector. For more information, contact:

Manager, Advertising Section
Telephone: 424-5012

## Editorial Services

The Editorial Services Section prepares travel features and press releases for distribution to the media. Operators can use the Section for advertising copy, brochure copy, sales letters, as well as a resource for media information. Requests for feature stories can be made through the regional tourism association directors.

For more information, contact:

Manager, Editorial Services Section
Telephone: 424-5012

## Taste of Nova Scotia

The Taste of Nova Scotia is a program produced by the Departments of Tourism and Culture, Agriculture and Marketing, and Fisheries to encourage the use of Nova Scotian food in local restaurants. For an annual membership fee, a restaurant which meets the program's criteria may be included in a Taste of Nova Scotia Dining Guide and display a distinctive promotional logo.

For more information, contact:

Taste of Nova Scotia
PO Box 487
Halifax, Nova Scotia
B3J 2R7
Telephone: 422-6368

## PROVINCIAL RESORT HOTELS

The Provincial Resort Hotels Division operates three provincially-owned resorts: The Pines Resort Hotel in Digby, Keltic Lodge (and the Cape Smokey Ski Complex) in Ingonish Beach and Liscombe Lodge in Liscomb Mills. They function as part of the tourism development strategy of the Department in attracting visitors to three distinctively different tourism destinations of the Province through the quality of their accommodations and services. For more information, contact:

Director, Provincial Resort Hotels Division
Telephone: 424-5061

## CULTURAL AFFAIRS

The mandate of the Cultural Affairs Division is to enhance the quality of life of Nova Scotians through the development, encouragement, establishment, coordination, implementation, and promotion of cultural programs and services in the performing arts, visual arts, crafts, heritage, cultural industries, and multiculturalism areas.

Support in the form of operating and project grants are provided to eight Cultural Federations in various disciplines as well as other cultural organizations at the professional and community levels. Grants for short-term training opportunities are also available for professional artists and resource people. For more information, contact:

Director, Cultural Affairs Division
Telephone: 424-5929

## Cultural Industries

The Cultural Industries programs serve professionals in the areas of film, trade publishing, and magazine publishing. Grants are available to established writers, filmmakers and publishers. The Department also funds the Nova Scotia Film Development Corporation which serves the on-location filming needs of both the indigenous and out-of-province film industry. For more information, contact:

Cultural Industries Officer
Telephone: 424-6389

## Performing Arts

The Performing Arts Section provides grants and assistance, consultation and leadership services for the operation of professional performing companies, the professional production of performances, the touring of professional and community-based amateur performances and the development of amateur performing arts activities throughout the province. For more information, contact:

Head, Performing Arts
Telephone: 424-4378

## Production Crafts

The Production Crafts Section provides and operates programs for the development and promotion of quality crafts in the province from its facility at 1683 Barrington Street in Halifax, the Nova Scotia Centre for Craft and Design. Exhibitions and promotional displays are available year-round. The Centre is open to craftspeople and to the general public.

Craftspeople, crafts producers, and eligible non-profit organizations or institutions, can receive assistance for workshops, demonstrations, exhibitions, and market development. Also available are courses for developing crafts skills, and consultative services in career development. Craftspeople may be listed in an annual publication, the Buyer's Guide to Arts and Crafts in Nova Scotia. For more information, contact:

Head, Production Crafts Section
Telephone: 424-4062

## Heritage

The Heritage Property Act of 1980 provides for the identification, designation, preservation, protection and rehabilitation of buildings, streetscapes and areas of historic, architectural or cultural value, and encourages their continued use.

The Heritage Section provides the research and administration for the registration under the Act of provincially-significant heritage properties. It manages the Provincial Inventory Program for the recording of architectural and historical information on pre-1914 buildings throughout the Province. It also administers the grant policies for assisting owners of registered heritage properties, and publishes quarterly a Heritage Newsletter. For more information, contact:

Head, Heritage Section
Telephone: 424-5647

## Visual Arts

The Visual Arts Section provides and operates grants and assistance, services, and development programs in the visual arts area, according to approved policies. These programs serve to promote the professional development and product of visual artists, create employment opportunities for artists, and communicate and facilitate educative and cultural resources, activities, and opportunities in the visual arts for all Nova Scotians. The Section administers, funds, and operates the Nova Scotia Art Bank Program.

Professional staff of the Section operate within a broad mandate from community through to professional levels. The visual arts discipline indicates a need for consultation and representation at all levels of activity in response to the needs of communities, art institutions, art organizations, and professional artists' concerns. For further information, contact:

Head, Visual Arts Section
Telephone: 424-4442

## Library

The Library provides information and resource services in the areas of Culture and Tourism to Nova Scotians for professional, academic, and recreational purposes. Free loans and books by mail service are available to borrowers. For more information, contact:

Cultural Affairs Librarian
Telephone: 424-7734

## Multiculturalism

The Department provides general information upon request on multiculturalism in Nova Scotia to interested persons or organizations and acts as a liaison with many related community groups and levels of government.

The Department facilitates meetings of an inter-departmental committee on multiculturalism whose mandate is to maintain contact amongst provincial government departments dealing with this area.

The activities of the Advisory Committee on Multiculturalism are coordinated by the Department. The Department also provides research and administrative support to the Committee. This Committee's mandate is to advise Government on matters relating to the promotion and preservation of multiculturalism in Nova Scotia.

For more information, contact:

Coordinator, Multiculturalism
Telephone: 424-6392

Summer Festival Showcase

The Summer Festival Showcase Program provides financial assistance to artists and performers to display their talents at local events throughout the province. Honoraria are available on both a group or individual basis.

For more information, contact:

Cultural Industries Officer
Telephone: 424-6389

The Program is administered through the regional offices of the Nova Scotia Sport and Recreation Commission. Regional offices are located at:

Highland Region
274 Main Street
Antigonish, NS
B2G 2C4
Telephone: 863-7381/7380
Fax: 863-7477

Fundy Region
Victoria Court
14 Court Street
Truro, NS
B2N 3H7
Telephone: 893-9487
Fax: 893-6108

Central Region
45 Alderney Drive
Suite 813
Dartmouth, NS
B2Y 2N6
Telephone: 424-4609/7622
FAx: 424-0600

South Shore Region
99 High Street
Suite 200
Bridgewater, NS
B4V 2X6
Telephone: 543-0538/5000
Fax: 543-0676

Cape Breton Region
Provincial Building
Prince Street
Sydney, NS
B1P 5L1
Telephone: 563-2380
Fax: 563-0501

Valley Region
Town Office Building
100 King Street
Windsor, NS
BON 2TO
Telephone: 798-5794/5795
Fax: 798-2676

## NOVA SCOTIA FILM DEVELOPMENT COPORATION

The Nova Scotia Film Development Corporation was established to promote the province as a film location, encourage the development of an indigenous film industry, and to maximize economic spinoffs from this industry. Financial assistance is available in the form of loans or equity investment.

For more information, contact:

Chief Executive Officer
Nova Scotia Film Development Corporation
Telephone: 424-5929

## ART GALLERY OF NOVA SCOTIA

The Art Gallery of Nova Scotia acts as an agency of the Province for the acquisition, preservation and exhibition of works of art. Services include:

- standing exhibitions
- travelling exhibitions
- education and research programs
- conservation and restoration
- publication of exhibition catalogues and other education materials
- reference library
- performance program
- training and technical assistance to developing galleries and exhibit centres in the Province.

For more information, please contact:

Curator
Art Gallery of Nova Scotia
PO Box 2262
Halifax, Nova Scotia
B3J 3C8
Telephone: 424-7542

## PUBLIC ARCHIVES OF NOVA SCOTIA

The Public Archives of Nova Scotia contains government and private papers concerning Nova Scotia that have permanent historical value. These consist of public records, private letters and manuscripts, journals, books, newspapers, magazines, pictures, photographs, maps, architectural plans, film and sound recordings. Resources in the Archives are available to the public for research. The Archives also

acquire or copy historical materials available from private individuals and in the records of municipalities, churches, societies and businesses.

For more information on the services provided by the Public Archives, please contact:

Public Archives of Nova Scotia
6016 University Avenue
Halifax, Nova Scotia
B3H 1W4
Telephone: 423-9115

Nova Scotia

## INDUSTRY, TRADE AND TECHNOLOGY

The Department of Industry, Trade and Technology is responsible for fostering the economic development of Nova Scotia. The Department's objectives are:

(1) to create net growth in the Nova Scotia economy through the expansion and diversification of existing enterprises and the establishment of new ones; (2) to improve the competitiveness of Nova Scotia enterprises so as to increase their volume of trade, particularly exports; (3) to foster a positive image of Nova Scotia as a place to invest, work and live; (4) to increase the emphasis on the development and application of technology as the basis for future economic growth; (5) to secure maximum overall benefit from Federal-Provincial economic development initiatives; (6) to strengthen Nova Scotia's enterprises and expand the role of the private sector in the Province's economy, and (7) to provide the linkage to involve the private sector of the economy in the planning and development process of government.

Further information on the Department's general activites can be obtained from:

Nova Scotia Department of Industry,
Trade and Technology
World Trade and Convention Centre, 7th Floor
1800 Argyle Street
P.O. Box 519
Halifax, Nova Scotia
B3J 2R7
Telephone: 424-8920

Tourism and cultural activities are eligible for many of the Department's programs and services. This booklet describes the most prominent of these.

### FINANCE AND ADMINISTRATION

The Finance and Administration Division provides a number of analytical, technical and research services which assist businesses.

The Project Analysis Branch assists industry with concerns for providing professional consulting services and by monitoring Nova Scotia benefits.

The Technical Services Branch is responsible for effective planning and implementation of various infrastructure projects which stimulate economic development in the Province, as well as providing engineering advice.

The Research Services Branch provides resource information to private industry and the general public.

The Machinery and Equipment Tax Rebate Program encourages expansion in the manufacturing and processing sectors by reimbursing firms for municipal taxes paid on machinery and equipment.

## INDUSTRIAL DEVELOPMENT

The Industrial Development Division is divided into three main parts:

The Industrial Benefits Office identifies, promotes and realizes benefits and supply opportunities for local industry from major capital projects and government procurement.

The Industrial Promotion Branch identifies and solicits business investment opportunities in new manufacturing and service sector operations both domestically and internationally.

The Trade Development Centre plans, organizes and implements those programs and services that will assist Nova Scotia firms to increase sales through trade.

Two particular programs administered by the Division include:

- Supplier Development Initiatives, which provides information on government procurement requirements, organizes product shows for public sector buyers and responds to individual requests from industry to help secure purchasing contracts, and the

- Business Futures Program, which assists Nova Scotia companies to identify business and market opportunities related to export trade. Funds may be provided to participate in trade fairs and missions, conducting market identification investigations, attending market education courses and hosting incoming buyers.

## ECONOMIC DEVELOPMENT OFFICES

The Department operates offices outside Nova Scotia to promote economic development, including:

The London Office, which encourages investment, develops markets and promotes Nova Scotia in the United Kingdom, Europe and the Middle East.

The Boston Office, in the process of being established, which will promote international trade, investment, joint ventures and technology transfer.

## ECONOMIC PLANNING AND TECHNOLOGY

The Economic Planning and Technology Division offers a number of programs and services for industry, including:

The Statistical Services Branch, which provides statistical information to the business community and the general public.

The Technology and Industrial Innovation Branch, which encourages the introduction of technology to existing companies operations as well as establishing new technology-based companies through advice, financial and other assistance, and linkages with research and development institutions.

The Economic Development Planning Subsidiary Agreement, a joint federal-provincial program, which conducts studies to plan new economic development activities.

The Technology Transfer and Industrial Innovation Subsidiary Agreement, a joint federal-provincial program, which provides assistance and encouragement to Nova Scotia industry in adopting advanced technologies. The Technology Transfer Office is located on the 2nd floor, 1127 Barrington Street, Telephone: 420-9440.

The Small Business Technology Centre, located at 70 Neptune Crescent in the Woodside Industrial Park in Dartmouth (telephone: 465-8877) provides advice and encouragement for small businesses to adopt new technologies.

## THE BUSINESS IMMIGRATION PROGRAM AND IMMIGRANT INVESTORS PROGRAM

A program to assist qualified entrepreneurs to gain entry into Canada providing they have the necessary resources (usually a minimum of $150,000) to start up or purchase a substantial share of a business in Nova Scotia.

Individuals willing to make a minimum $250,000 irrevocable investment for three years can apply to the program as "investors." Each investment proposal requires both federal and provincial government support.

There are three tiers for prospective immigrant investors, all of which allow for all forms of common debt and equity financing:

Tier 1: Investments of $250,000 locked in for three years.

Tier 2: Investments of $150,000 locked in for three years in defined provinces, of which Nova Scotia is one.

Tier 3: Minimum investments of $500,000 locked in for five years. It also allows third party guarantees which would commit to repay the investor's principal and interest.

Investment may be made in:

- a business or commercial venture
- a privately administered investment syndicate supported by the province
- a government administered venture capital fund.

## BUSINESS CAPITAL CORPORATION

The Nova Scotia Business Capital Corporation encourages business growth and employment opportunities through financial assistance. Businesses with at least fifty employees and an annual sales volume of at least two million dollars may apply for assistance. The Corporation is involved in a number of activities, including the Business Incentives Program and loans for businesses.

The Business Incentives Program provides funds to support business developments which represent a new economic benefit to the Province.

Industrial Loans can be provided under the Industrial Loan Act and the Industrial Development Act to Nova Scotia businesses in the tourism industry. These include, for example, motels, hotels, campgrounds and restaurants. Assistance is available to both new and existing operations for the purchase of such things as land, buildings, machinery, equipment and in some cases working capital. As a general rule, any proposal for asset financing that has an end result of upgrading facilities and the improvement of corporate performance will be considered.

To qualify for a loan, it is necessary to show that the proposal is sound, that reasonable ownership capital has or will be invested and that the earnings will be sufficient to repay the borrowings and assure future growth. Security for the loans generally takes the form of a first charge on the fixed assets usually by way of realty and chattel mortgages or fixed and floating charge debenture.

Interest rates change from time to time to reflect the general level of interest rates in Canada and the debt interest rate established by the provincial funding issues. Specific interest rates are set on loans when the approval is authorized. The repayment of the loan is usually by monthly installments. The length of repayment is determined by the projected cash flow of the business and the type of assets pledged as security.

As a rule, the Corporation is involved with loans exceeding $2 million, while smaller loans are directed to the Small Business Development Corporation. The Corporation is recognized by the Atlantic Canada Opportunities Agency as an eligible lender for the purposes of their interest rate buydown.

For more information on the Corporation, contact:

Manager, Tourism and Special Projects
Nova Scotia Business Captial Corporation
5th Floor, Joseph Howe Building
1690 Hollis Street
Halifax, Nova Scotia
B3J 2V2
Telephone: 424-6800

## VOLUNTARY PLANNING BOARD

The Nova Scotia Voluntary Planning Board was established as a vehicle for the private sector to become voluntarily involved in economic and development planning. The Board provides a link between government and the private sector.

Sector committees exist representing the various industrial sectors of the Province, including tourism. The Department provides staff support, but the Board is independent of direct government influence, maintaining an arm's-length relationship with government.

For more information, contact:

Secretary, Tourism Sector Committee
Voluntary Planning Board
Nova Scotia Dept. of Industry, Trade and Technology
P.O. Box 519
Halifax, Nova Scotia
B3J 2R7
Telephone: 424-5682

## WORLD TRADE AND CONVENTION CENTRE

The World Trade and Convention Centre can provide meeting and convention rental space for tourism and cultural purposes. The Centre is also involved in the marketing of the Halifax area.

For more information, contact:

World Trade and Convention Centre
PO Box 955
4th Floor, 1800 Argyle Street
Halifax, Nova Scotia
B3J 2V9
Telephone: 421-8686

## SMALL BUSINESS SERVICE CENTRES

Regional Offices, known as Small Business Service Centres, provide a professional counselling service to members of the business community and deliver departmental and other government programs and services. You should contact the field office in your area for information and assistance.

## SMALL BUSINESS PROGRAMS

The Department provides a number of programs for small business, including:

The Small Business Advisory Service, providing the small business community with professional consulting services to alleviate operational problems.

The Industrial Mall Municipal Tax Rebate Program providing grants to tenants of incubator malls to offset municipal tax charges.

The Rural Industry Program, providing capital grants to establish and expand manufacturing, processing and selected service businesses.

The Counsulting Assistance Program, helping eligible small businesses benefit from professional advice available through management consultants, accountants and experienced business and technical people. The Program provides partial funding for the retention of qualified advisors for the solution of specific non-recurring problems.

The Program can be used for professionally conducted market or feasibility studies, for assistance in developing a business plan, for technical production problems and so on. The amount of the grant changes periodically, and only one grant per one year interval can be received. New and existing Nova Scotia firms employing up to 50 people engaged in the production of goods, construction, business services and tourism-oriented activities are eligible. Other firms may be considered where justified by economic impact.

Other programs offered through the Regional Offices which may be of assistance include:

The Black Entrepreneurs Program provides financial aid to assist Black people in the establishment, expansion and modernization of any commercial undertaking in primary resources, processing, manufacturing or the provision of services.

## SMALL BUSINESS SERVICE CENTRES

| Region & District | Position | Telephone | Location |
|---|---|---|---|
| Head Office/Halifax | Director | 424-4243 | Joseph Howe Building, Ste 600<br>1690 Hollis Street<br>Halifax, N. S. B3J 3J9 |
| Central Region | General Manager | 424-5690 | Metropolitan Place, Ste 950 |
| | Fax | 424-0507 | 99 Wyse Road<br>Dartmouth, N. S. B3A 4S5 |
| Cape Breton Region | General Manager | 563-2070 | Commerce Tower, 1st Floor |
| | Fax | 563-0500 | 15 Dorchester Street<br>Sydney, N. S. B1P 5Y9 |
| Canso Strait Region | General Manager | 625-3200 | Browne Heisler |
| | Fax | 625-3069 | Professional Building<br>302 Philpott Street<br>P.O. Box 219<br>Port Hawkesbury, N. S. B0E 2V0 |
| Northeastern Region | General Manager | 893-1595 | Sun Alliance Building |
| | Fax | 893-1334 | 640 Prince Street<br>Truro, N. S. B2N 1G4 |
| | Business Development Officer | 755-7040 | P.O. Box 1021<br>115 MacLean Street |
| | Fax | 755-4018 | New Glasgow, N. S. B2H 5N8 |
| | Business Development Officer | 667-3223 | P.O. Box 458<br>Amherst Area Industrial Mall |
| | Fax | 677-0707 | Amherst, N. S. B4H 4A1 |
| Southwestern Region | General Manager | 742-8404 | 13 First Street |
| | Fax | 742-0019 | Yarmouth, N. S. B5A 1S9 |
| | Business Development Officer | 543-0515 | Provincial Building<br>99 High Street |
| | Fax | 543-0599 | Bridgewater, N. S. B4V 1V8 |
| Valley Region | General Manager | 679-6117 | Annapolis Valley Indust. Mall |
| | Fax | 679-6094 | P.O. Box 524<br>Kentville, N. S. B4N 3X3 |

The Women Entrepreneurs Program provides assistance to women to identify new market opportunities and obtain information or experience essential to the operation of their business.

The Disabled Entrepreneurs Program provides assistance to help disabled persons establish or expand their own small business.

The Market Assistance Program provides assistance to small firms to conduct market research, identify sources of supply, attend trade shows and make marketing visits within the Maritime Provinces.

The Management Development Program provides assistance to non-profit agencies for management training courses available to the business sector, particularly small rural businesses.

The Women Entrepreneurs Capital Program provides assistance to new female entrepreneurs to acquire capital assets for business start-up.

The Small Business Consultation Service provides an opportunity for consultations and evaluations which will ensure that proper actions are being taken to enable small business to grow and meet the needs of the changing marketplace.

The Student Entrepreneurs Education Program provides for the development and implementation of a new educational program on entrepreneurship for public schools.

The Conferences for Women Entrepreneurs Program provides funding to host regional seminars and conferences within the Province to assist and enhance entrepreneurial activities.

The Special Assistance Program provides funding for projects which would be an economic benefit to a particular area of the Province by creating or expanding small business opportunities.

## COMMUNITY ECONOMIC DEVELOPMENT

The Community Development Division of the Department administers a number of programs which are aimed to enhance the economic development of Nova Scotian communities.

The Community Futures Program is a program co-funded by the Province and Employment and Immigration Canada. The Program provides financial assistance for the formation of Community Futures Committees in selected communities. The committees, representative of the relevant local interests in a community's economic problems, are intended to provide a unified approach for employment development and adjustment programs and services in communities experiencing economic problems. Funding may be available for various employment and adjustment initiatives.

The Mainstreet Program and the associated Village Square Program, have been designed to refurbish, revitalize and promote downtown commercial areas. Business Improvement District Committees (BIDC's) and Downtown Development Corporations (DDC's) are formed to provide funding through the Anchor Projects, Facade Improvement and Business Development programs.

The Provincial Employment Program creates short-term employment and training opportunities.

The Job Experience Training for Students Program provides post secondary students with the opportunity to obtain a summer job in which they will gain valuable work experience in the private sector in their field of study.

The Youth Entrepreneurial Skills Program provides an opportunity for the development of entrepreneurial skills by porviding loans and interest payment.

For more information on the activities of the Division, contact:

Director, Community Development Division
P.O. Box 9020, Station A
Halifax, Nova Scotia
B3K 5M6
Telephone: 424-2720 or
424-6000 (toll free)

SMALL BUSINESS DEVELOPMENT CORPORATION

The Small Business Development Corporation makes financing available to small enterprises wishing to start up, expand or modernize. The Corporation is part of the Department's strategy to enhance the economy of Nova Scotia.

Financing can be obtained for land, buildings, equipment and other fixed assets and only under exceptional circumstances for working capital. Most Nova Scotian small businesses are eligible, but preference will be given to those which create additional jobs. The project must also represent a net economic benefit to Nova Scotia. A business may qualify as a small business if it has less than $3 million in annual sales, has less than 50 employees and requires more than $5,000 but less than $250,000. Regional small business boards have authority to approve up to $100,000 in assistance; assistance of between $100,000 and $250,000 must be approved by the main Board.

Financing is available in the form of term loans secured by fixed assets and under exceptional circumstances in the form of loan guarantees. In order to secure the loan, a first charge on fixed assets or a fixed and floating charge debenture is necessary. The interest rate is established quarterly and remains fixed for the life of the loan with the repayment terms being flexible, depending on individual cases.

## Venture Capital

Venture Capital Corporations (VCC's) make independent investments by means of purchase of equity or an unsecured loan in Nova Scotian companies. Through the sales of shares or unsecured loans which may be convertible to equity, equity financing by a venture capital corporation offers many significant advantages to small firms. These investments enlarge the company working capital, enhance the company borrowing power, improve the marketability of the company stock and since a VCC has an interest in the company profitability, it will in turn improve both market performance and eligibility for grants and loans. To ensure the owners of the company retain control, the aggregate number of equity shares held by VCC may not at any time exceed 49%.

Within a VCC, tourism is defined as any business activity that involves the operation and management of hotels, motels, tourist homes, cottages and cabins, tourist resorts, trailer parks, marinas, restaurants, gift shops when included as part of a tourist facility and other facilities and attractions which in the opinion of the Board, are desirable for the promotion and development of tourism.

Eligible investments by VCC's are small businesses (no more than 100 employees at the time of investment) in which 75% or more of the wages and salaries are paid to Nova Scotia residents. (The number of employees can grow to 200 after the investment is made).

For application forms, information and advice, please contact:

Small Business Development Corporation
Dartmouth Professional Centre, Suite 100
277 Pleasant Street
Dartmouth, Nova Scotia
B2Y 4B7
Telephone: 424-4920
or the regional service centre in your area.

Nova Scotia

**HEALTH AND FITNESS**

The Department of Health and Fitness is a vital component in the inspection process of new or existing establishments. If an operation is located in a rural municipality, it is essential that an operator has assistance from the Department in planning their water and sewage system. All water provided for guests from tap, faucet, fountain or other source shall be of a quality suitable for human consumption. A permit must be obtained from the Department of Health and Fitness when water is supplied from a well. If an operation is located in an area where there is a central municipal water system, then only the appropriate municipal regulations apply and the Department of Health and Fitness need not be contacted.

A joint certificate must also be issued by the Departments of Health and Fitness and Environment when a facility plans a private sewage disposal system. In areas where central municipal sewage disposal systems exist, only the municipal regulations apply and a joint certificate is not needed.

The Department of Health and Fitness also manages the Regulations in respect to Eating Establishments. These regulations must be followed regarding restaurant and dining room facilities. Contact is made with the local municipality, not the Department of Health and Fitness, for a health permit to operate an eating establishment. A permit will be granted by the municipal clerk after a written approval is received by the local Board of Health from the Medical Health Officer.

Department of Health and Fitness (Regional Health Units):

1. Director
   Fundy Health Unit
   P.O. Box 908
   Windsor, Nova Scotia
   B0N 2T0
   Phone: 798-2264
   Annapolis County, Kings County, Hants County

2. Director
   Western Health Unit
   P.O. Box 338
   Yarmouth, Nova Scotia
   B5A 4B3
   Phone: 742-7141
   Digby County, Yarmouth County, Shelburne County

3. Director
   Northumberland Health Unit
   P.O. Box 310
   Pictou, Nova Scotia
   B0K 1H0
   Phone: 485-4388
   Pictou County, Antigonish County, Guysborough County

4. Director
   Lunenburg-Queens Health Unit
   99 High Street
   Bridgewater, Nova Scotia
   B4V 1V8
   Phone: 543-4685
   Lunenburg County, Queens County

5. Director
   Atlantic Health Unit
   Sunnyside Place
   1600 Bedford Highway
   Bedford, Nova Scotia
   B4A 1E8
   Phone: 835-7181
   Halifax County

6. Director
   Cobequid Health Unit
   P.O. Box 40
   523 Prince Street
   Truro, Nova Scotia
   B2N 5B6
   Phone: 895-5321
   Colchester County, Cumberland County

7. Director
   Cape Breton Health Unit
   Provincial Building
   Prince Street
   Sydney, Nova Scotia
   B1P 5L1
   Phone: 564-4447, 564-4448
   Victoria County, Inverness County, Cape Breton County, Richmond County

Nova Scotia

**LABOUR**

The Department of Labour is responsible for industrial relations, labour relations, occupational safety and labour standards. The Department also administers acts and regulations pertaining to elevators, construction projects and amusement devices. For more information, contact:

Nova Scotia Department of Labour
5151 Terminal Road
P.O. Box 697
Halifax, Nova Scotia
Telephone: 424-4125

## FIRE MARSHAL'S OFFICE

During inspection procedures, the participation of the Fire Marshal's Office is essential. Buildings intended to provide accommodation for the public must be designed and built in accordance with the National Building Code of Canada and local authorities having jurisdiction. No one can alter, construct, renovate or reconstruct buildings intended for this type of occupancy until approval has been obtained from the Office of the Fire Marshal and local authorities. Application for such approval shall be submitted to the Office of the Fire Marshal accompanied by plans and specifications and shall not be altered in any way without consent from the Fire Marshal's Office once approved. Final approval of any building erected or altered shall be subject to inspection by the Fire Marshal or his assistants and local authorities having jurisdiction.

For more information, please contact:

Fire Marshal
P.O. Box 697
Halifax, Nova Scotia
B3J 2T8
Telephone: 424-5721

Nova Scotia

## EDUCATION AND JOB TRAINING

The Department of Education and Job Training is responsible for all vocational and technical training and labour market programs in the Province. The objective of the Department is to ensure that Nova Scotians are provided with the training and skills necessary to fulfill their career aspirations and to meet the requirements of the labour market. The training and skills are provided by the Community College system of 16 regional campuses and a number of training modules located throughout the province. Special training arrangements are made for persons with disabilities. The Department is also responsible for regulating privately operated trade schools and home study courses.

The Department is responsible for university funding and the student aid program. Certain technical and adult vocational courses are financed, or partially financed by the Canada Employment and Immigration Commission, Canada Health and Welfare, and the Solicitor General Of Canada. Curricula for institutional training is developed by working closely with the private sector and labour to provide appropriate skills for the work place. The Apprenticeship Training programs are industry-based training programs developed and administered to meet the present and projected needs of industry. A comprehensive career counselling service is in operation to provide information to youth.

### COMMUNITY COLLEGES

A number of hospitality related programs are offered throughout the province:

#### Hotel/Motel/Restaurant Management

I.W. Akerly Campus
20 Woodlawn Road
Dartmouth, N.S.
B3W 2R7
902-434-2020

The objective of this 2 year course is to have the student throughly understand the operation and management principles of hotels, motels, tourist resorts and restaurants. Exposure to the fundamentals of the total operation will enable graduates to pursue careers aimed at management.

## Hospitality Services

Lunenburg Campus
75 High Street
Bridgewater, N.S.
B4V 1V8
902-543-4608

Pictou Campus
39 Acadia Street
Stellarton, NS
B0K 1S0
902-752-2002

This 2 year program will assist selected students to obtain the skills and the knowledge required to begin a successful career in the Hospitality Service Industry by developing their performance to a level of quality and standard that enhances their chosen profession.

The cirriculum is designed to introduce the technical skills in year one followed by supervisory development in year two. The two major components covered are Accommodation and Food and Beverage, consisting of the equivalent of 2 academic years complemented with a cooperative work term in industry.

## Commercial Baking

I.W. Akerly Campus

All aspects of commercial baking are covered in this program. Students prepare ingredients and bake breads and pastry items according to recipes.

## Dining Room Services

I.W. Akerly, Memorial Campuses

The objective of this training is to graduate top quality, knowledgeable food service personnel for the Hospitality Industry. This is accomplished by offering theory and practice in four inter-related disciplinse: professional table service, staff supervision, mixology, and cashier procedures.

## Cooking

Annapolis, Cape Breton AVTC, Colchester RVS, Institute of Technology, I.W. Akerly, Kingstec, Lunenburg and Strait Campuses.

This program is designed to provide a thorough background in the preparation and cooking of foods to prepare students for careers as professional cooks or chefs. It emphasizes both institutional cooking and the preparation of meals of individual service.

## Other

Short courses in Bartending, Front Desk, Dining Room Service and Housekeeping are offered at various locations periodically.

## INDUSTRIAL TRAINING

The Industrial Training Division administers the Nova Scotia Training and Employment Program (NSTEP). The Program allows Government and employers to share the cost of training the unemployed and inexperienced. This is a provincially-operated training program specifically geared for resource industries and small businesses. An employer taking part in the program is able to train people in the skills of their industry for up to a five-month period while sharing the costs with the Department of Vocational and Technical Training.

For more information, please contact:

Industrial Training Division
P.O. Box 2086, Station M
Halifax, Nova Scotia
B3J 3B7
Telephone: 424-5636

## APPRENTICESHIP TRAINING

Apprenticeship training courses are offered by the Department through the Apprenticeship Training Division. These programs are long-term with on-the-job training as well as some institutional studies. At present, the only program that is hospitality/tourism related is the cooking program which is offered at the AVTC in Sydney, NSIT in Halifax and at the Burridge RVS in Yarmouth.

For more information, please contact:

Apprenticeship Training Division
P.O. Box 2086, Station M
Halifax, Nova Scotia
B3J 3B7
Telephone: 424-5651

## NOVA SCOTIA MUSEUM

The Department is also responsible for the Nova Scotia Museum Complex, which is responsible for the collection, preservation and study of artifacts and specimens which best illustrate the human and natural history of the Province.

The Museum:

..... uses these collections for the education and enjoyment of the public;
.... administers the Special Places Protection Act which ensures the protection and preservation of important aspects of the natural and human heritage of Nova Scotia.

..... provides curatorial expertise, research and museological training;
..... administers 23 provincial museums, and
..... gives financial support to community museum throughout the Province under the Museum Assistance Policy.

For more information on the services and activities offered by the Nova Scotia Museum, please contact:

Nova Scotia Museum
Education Resource Services Division
1747 Summer Street
Halifax, Nova Scotia
B3H 3A6
Telephone: 429-4610

NOVA SCOTIA PROVINCIAL LIBRARY

The Department is also responsible for the Nova Scotia Provincial Library. The Library's mandate is to promote, encourage and assist with the extension of library service in the province.

The Library co-operates with any cultural or education organization, library association, library board or librarian, in matters pertaining to the organization, and administration of libraries and co-operates with the National Library of Canada in any undertaking of value to the Province.

Services include: centralized automated cataloguing for 10 regional libraries; specialized reference services available to all N.S. libraries (with the assistance of automation and networking capabilities); talking books collection, affiliated with the National Library's multi-lingual biblio service; and consultation and assistance available for establishing regional libraries and branches.

For more information, contact:

Provincial Librarian
N.S. Provincial Library
6955 Bayers Road
Halifax, Nova Scotia
B3L 4S4
Telephone: 453-2810

Nova Scotia

## TRANSPORTATION AND COMMUNICATIONS

### TRANSPORTATION

The Department of Transportation and Communications plays an important role in tourism-related operations. If an operation is planning on building a structure or erecting a sign alongside a public highway, they must obtain permission from the Department. There are certain restrictions on the location, type and number of signs which may be erected and also, a yearly license fee. A building permit from the city, town or municipality must be obtained as well.

Complaints and road maintenance requests should be directed to the local divisional office of the Department of Transportation and Communications. If the access route is not a public roadway, maintenance is the operator's own responsibility. All inquiries concerning highway-related matters should be directed to the regional manager in each of the six regions in the Province.

CENTRAL REGION
P.O. Box 214
107 Oakmount Drive
Bedford, Nova Scotia
B4A 2X2
Telephone: 835-7461

SOUTHERN REGION
P.O. Box 409
Bridgewater, Nova Scotia
B4V 2X6
Telephone: 543-4121

NORTHERN REGION
P.O. Box 218
St. David's Street
Truro, Nova Scotia
B2N 5C1
Telephone: 895-5373

EASTERN REGION
P.O. Box 459
New Glasgow, Nova Scotia
B2H 5E5
Telephone: 755-1014

CAPE BRETON REGION
P.O. Box 1180
Sydney, Nova Scotia
B1P 6J9
Telephone: 539-3730
B1P 6J9

VALLEY REGION
P.O. Box 820
Main Street
Middleton, Nova Scotia
B0S 1P0
Telephone: 825-3498

### COMMUNICATIONS POLICY

The Communications Policy Division is responsible for the development of telecommunications and information policies and legislation for the Province. For more information, please contact:

Director, Communications Policy Division
P.O. Box 186
Halifax, Nova Scotia
B3J 2N2
Telephone: 424-7677

Nova Scotia

## NOVA SCOTIA LIQUOR LICENSE BOARD

In order to sell liquor, beer or wine to the public in Nova Scotia in eating establishments, lounges, beverage rooms, cabarets or clubs, it is necessary to be the holder of a Nova Scotia liquor license. The Liquor License Board should be consulted in the early stages of planning for such a facility so that the application can be made and the required hearing scheduled prior to the opening of the facility. The physical standards of the Board with respect to size, seating and washroom facilities as well as application kits for all categories of license may be obtained from:

Director of Licensing
Nova Scotia Liquor License Board
277 Pleasant Street, Suite 401
Dartmouth, Nova Scotia
B2Y 4B7
Telephone: 469-6160

Copies of Nova Scotia Liquor License Board Regulations and the Liquor Control Act may be obtained from the Nova Scotia Government Bookstore, Granville Street, Halifax, N.S. Telephone: 424-7580.

Nova Scotia

**FINANCE**

The Department of Finance is responsible through the Provincial Tax Commission for the collection of sales, gasoline and fuel taxes. The Department also administers a tax rebate on the purchase of building materials used for registered heritage properties. Of particular note also is the Stock Savings Plan.

NOVA SCOTIA STOCK SAVINGS PLAN

The Nova Stock Savings Plan Tax Credit is designed to encourage Nova Scotia residents to make equity investments in Nova Scotia companies. The objective of the program is to improve the availability of capital to Nova Scotia businesses for use in financing future expansions and to strengthen the Nova Scotia financial environment.

The Investment Dealers Association of Canada is instrumental in implementing and administering the Stock Savings Plan Tax Credit. It will assist interested companies and individual investors in taking advantage of the incentives and benefits offered. Through the cooperation of the Government of Canada, the benefits to individual investors can be delivered as tax credits against Nova Scotia personal income tax.
A Stock Savings Plan is an agreement between an individual and "qualified dealer" whereby the qualified dealer will receive, and hold, all eligible shares purchased by the investor and designated by him to be deposited in his Plan. In return for investing in and depositing such shares, an investor is entitled to a tax credit against Nova Scotia income tax payable. To be eligible for a tax credit for a particular taxation year, eligible shares must be purchased as part of a primary distribution and deposited in an investor's Plan during that year. The investor must be an individual and not a corporation or a trust.

If you wish to take advantage of the Stock Savings Plan Tax Credit by investing in eligible shares, you should contact a qualified investment dealer who should be able to provide you with information concerning eligible share issues.

A qualified dealer will:

- arrange a Nova Scotia Stock Savings Plan in your name;
- acquire eligible shares on your direction;
- maintain your investor account and record all purchases and sales which occur within your Plan; and

- provide the Government of Nova Scotia with a summary of transactions in your Plan for the taxation year.

Please contact your investment dealer to obtain further details on setting up a Stock Savings Plan or for information concerning corporations that are authorized to issue eligible shares.

Inquiries related to legislative or technical provisions of the Stock Savings Plan Tax Credit should be directed to:

Department of Finance
Revenue Division
5th Floor, Provincial Building
1723 Hollis Street
P.O. Box 187
Halifax, Nova Scotia
B3J 2N3
Phone: 424-8951

Nova Scotia

**OTHER PROVINCIAL DEPARTMENTS AND AGENCIES**

Other provincial government departments and agencies have programs which may assist tourist operators as part of their general mandate. Contact can be made with the individual departments either at their central offices in Halifax or at local offices. Check your area telephone directory or phone the provincial government information number: 424-6980.

Some of the programs and activities of other provincial government departments which may bear on tourist-related operations include:

Department of Natural Resources: provides assistance for energy management and conservation; administers and develops policies and programs relative to the provincial park system and responsible for hunting regulations;

Department of the Attorney General: responsible for the Registry of Deeds and Registry of Joint Stock Companies;

Department of Consumer Affairs and Housing: responsible for amusement regulations;

Department of Fisheries: responsible for sport-fishing regulations;

Nova Scotia Power Corporation: responsible for the provision of electricity;

Nova Scotia Liquor Commission: responsible for liquor pricing in the Province;

Department of Agriculture and Marketing: responsible for the Farm and Country Vacation Program;

Department of Municipal Affairs: responsible for the Planning Act, which permits the adoption of policies and regulations regarding heritage conservation districts; and

Sport and Recreation Commission: whose regional offices act as contact points in the field for the cultural sector.

GOVERNMENT OF CANADA

## INDUSTRY, SCIENCE AND TECHNOLOGY CANADA (ISTC)

Industry, Science and Technology Canada (ISTC) attempts to increase overall industrial, commercial and tourism activity in all parts of Canada as part of its mandate to enhance national economic development. The Department operates many programs for businesses in general, and through Tourism Canada, specific programs for tourism.

ISTC - Tourism provides a number of useful services that help ensure the continued success of Canada's tourism industry. The prime objective of ISTC-Tourism is to enhance Canada's market share of each of its principal tourism markets. ISTC - Tourism's role is one of coordination, marketing, provision of information, education and research. Many publications are available on foreign tourist markets, business planning, marketing, research and intelligence.

For more information on tourism assistance programs of ISTC, contact:

Industry, Science and Technology Canada
Nova Scotia Office
P.O. Box 940, Station M
1801 Hollis Street, 5th Floor
Halifax, Nova Scotia
B3J 2V9
Telephone: 426-4782
FAX: 426-2624

**EXTERNAL AFFAIRS AND INTERNATIONAL TRADE CANADA (EAITC)**

External Affairs and International Trade Canada (EAITC) is responsible for the enhancement of Canada's economy through international trade. Tourism is an important component of Canada's international trade efforts. In recognition of this importance, the Federal Government has allocated resources under two export development programs aimed at the United States market.

EAITC maintains a number of international trade offices around the world, including fifteen tourism officers in the United States. These officers act as a point-of-contact for Canadian tourist operators in accessing the U.S. market, as well as promoting Canada as a tourist destination to American meetings and conventions planners, tour operators, business persons and general tourists. Officers often involve U.S. travel influencers in various promotions and assist with familiarization tours to Canada.

Two export development programs for which tourism is an eligible sector are NEBS (New Exporters to Border States) and NEXUS (New Exporters to U.S. South)

NEBS is designed to provide small to medium-sized companies with initial information on how to develop market strategies and sales in the U.S. border states, while NEXUS is aimed at helping successful exporters to border states expand their market penetration into the southern American states. In the U.S., tourism officials at Canadian trade offices will work with tourism associations and companies to promote Canada as a tourism destination and facilitate the companies' access to these.

For more information on Canada's international tourism activities, NEBS and NEXUS, contact:

External Affairs Canada - International Trade
U.S. Trade and Tourism Development Division
125 Sussex Drive
Ottawa, Ontario
K1A 0G2
Telephone: 613-993-7344
FAX: 613-990-9119

EAITC also publishes a twice-monthly trade newsletter entitled CanadExport. For a subscription, send a business card to:

CanadExport
External Affairs and International Trade Canada
125 Sussex Drive
Ottawa, Ontario
K1A 0G2
Telephone: 613-993-6435 or toll-free
1-800-267-8376
FAX: 613-992-5791

## ATLANTIC CANADA OPPORTUNITIES AGENCY

The Atlantic Canada Opportunities Agency (ACOA) was established in 1987 to deliver business assistance programs enhancing economic development in Atlantic Canada. Of particular interest to tourist operators is the Action Program.

The Action Program recognizes two types of applicants for assistance:

1) commercial operations, defined as an individual, partnership, cooperative body or any legal representative of these, and

2) non-commercial operations, meaning not-for-profit organizations, including those controlled by a government, economic development associations, institutes and universities.

A maximum project size has been set at $20 million. ACOA's programs have recently been changed; there is a possibility that some contributions may be repayable in whole or in part. Contact should be made to verify the details of the Action Program.

The ACOA Action Program offers eight main areas of assistance adapted to the special needs of Atlantic Canada:

1) Loan insurance - may be provided on 85% of loans exceeding $100,000,

2) Interest buy-downs - compensation for up to 6 percentage points over seven years of the interest payable on new term loans for new capital investments of $25,000 or more,

3) Business support - non-commercial operations may receive a contribution for providing specialized service to small and medium-sized businesses. Up to 50% may be contributed on projects of less than $200,000, while an assistance level of 50% to a maximum of $500,000 applies to projects between $200,000 and $10 million,

4) Studies - commercial operations may be eligible for a contribution of up to 50% to undertake business plans or feasibility studies and up to 75% for marketing and viability studies and studies in support of innovation,

5) Innovation assistance - contributions of up to 60% of costs for research and developing a new product, process or service may be available.

6) Capital investment - projects of less than $200,000 in capital costs may be eligible for a contribution of up to 50% for a new establishment, 40% for new product expansion and 30% for an expansion/modernization. Projects exceeding the $200,000 threshold in capital costs, but not exceeding $10 million could be eligible for a contribution of up to 25% for a capital investment to a maximum of $500,000. Projects exceeding $10 million are not eligible for capital investment contributions.

7) Marketing - assistance is available to hire qualified personnel for up to three years to implement a marketing plan. A contribution of up to 75% may be made for the first year, 50% for the second year and 25% in year three. Other marketing assistance may also be available.

8) Supplier development - assistance may be available to compete for government procurement contracts. A contribution of up to 75% for bid preparation and 50% for other costs may be made to a maximum contribution of $250,000.

For further information on ACOA's programs, contact:

Atlantic Canada Opportunities Agency
Nova Scotia Office
1801 Hollis Street, Suite 600
P.O. Box 2284, Station "M"
Halifax, Nova Scotia
B3J 3C8
Telephone: 426-8361 or toll-free 1-800-565-1228
FAX: 426-2054

ACOA programs are administered in Cape Breton by Enterprise Cape Breton Corporation.

## PICTOU COUNTY ECONOMIC DEVELOPMENT FUND

The Pictou County Economic Development Fund was established as part of ACOA in 1987 as a $10 million fund to provide assistance to projects in Pictou County over and above the Action Program.

For further information on the programs of the Pictou County Economic Development Fund, contact:

Pictou County Economic Development Fund
East River Plaza
980 East River Road
New Glasgow, Nova Scotia
B2H 3S5
Telephone: 755-2600
FAX: 755-2848

## FISHERIES ALTERNATIVES PROGRAM

The Fisheries Alternatives Program (FAP), established in 1990 is a five-year, $90-million federal program to create permanent employment for displaced fisheries workers and diversify the economy of coastal communities in Atlantic Canada. Tourism and culutral projects are eligible for assistance.

Assistance is available for the initiation, promotion or expansion of enterprises, the establishment of new businesses; research and development activities; and the development of business infrastructure resulting in economic diversification. Capital cost assistance, loan insurance and interest buydowns are available.

For more details, contact the FAP Community Development Officer in your area:

| | |
|---|---|
| ACOA Halifax | 426-9956 |
| ACOA New Glasgow | 755-3746 |
| ACOA Yarmouth | 742-0809 |
| ECBC Sydney | 564-3846 |

## ENTERPRISE CAPE BRETON CORPORATION (ECBC)

The purpose of the Enterprise Cape Breton Corporation (ECBC) is to promote and assist the financing and development of industry on Cape Breton Island, broadening the base of the Island's economy. ECBC offers a number of tourism-related assistance programs. To apply for any of the following programs or receive further information, please contact:

Enterprise Cape Breton
Corporation
P.O. Box 1750
Sydney, Nova Scotia
B1P 6T7
Telephone: 564-3600
Fax: 564-3825

Offices:
4th Floor
Commerce Tower
15 Dorchester Street
Sydney, Nova Scotia

or

PO Box 610
Port Hawkesbury, Nova Scotia
B0E 2V0
Telephone: 625-3111
Fax: 625-3266

2nd Floor
Professional Building
609 Church Street
Port Hawkesbury, Nova Scotia

### RESOURCE ENHANCEMENT PROGRAM

This program provides assistance to a number of clients in the tourism and cultural sectors.

#### Craft Equipment Assistance

Assistance may be provided for the purchase of tools or specialized equipment. Grants of up to 60% of eligible costs to a maximum of $3,000 may be available.

#### Entertainment Assistance

Assistance may be provided to performing arts troupes with a minimum of five persons employed on the project in a minimum of four performances providing entertainment to tourists. Grants of up to 60% of eligible costs to a maximum of $25,000 may be available.

#### Cultural/Historical Assistance

Assistance may be provided for the upgrading, renovation or refurbishing of existing cultural/historical buildings or sites which enhance Cape Breton's culture and heritage as a tourist attraction. Grants of up to $10,000 may be available.

Management Enhancement Activities

Assistance my be provided to firms to hire key management people, such as in finance/accounting, marketing, sales, quality control and production. Grants of up to 60% of eligible costs to a maximum of $15,000 may be available.

OPPORTUNITY IDENTIFICATION PROGRAM

Individuals or businesses involved in craft production or tourism are eligible for assistance for studies; technology transfer; product development activities such as design, prototype construction, product trials and sample production runs for market trial; and market development activities such as research, direct sales programs, test marketing, and promotion and advertising. Assistance may be available in the form of a non-repayable contribution of up to 60% of eligible costs to a maximum of $50,000 in any one fiscal year.

LOAN PROGRAM

Individuals or businesses involved in craft production or tourism are eligible for term loans of up to 60% of eligible costs for the establishment of new enterprises and modernization, upgrading and expansion of existing enterprises.

**FISHERIES AND OCEANS CANADA**

The Department of Fisheries and Oceans, through its Small Craft Harbours Branch, offers two assistance programs: Marina Policy Assistance and Tourist Wharf Program.

Marina Policy Assistance

The Marina Policy Assistance Program encourages the development of public facilities for recreational boaters, in particular, those that might be classed as tourist facilities. There are no cash grants available; rather, the Department of Public Works will build breakwaters and dredge provided that the developer will establish onshore facilities of equal dollar value. Onshore facilities may include wharves, launching ramps, roads, fuel, fresh water, electricity and telephone service, living and eating accommodation, boat repair shops, etc.

Tourist Wharf Program

The Tourist Wharf Program provides assistance for the construction of wharves and/or launching ramps as an initial and one-time capital expenditure in an area which has tourism potential or in which tourism is an established industry.

For more information, contact:

Scotia - Fundy Region
Small Crafts Harbour Branch
P.O. Box 550
Halifax, Nova Scotia
B3J 2S7
Telephone: 426-8120

Gulf Region
Small Crafts Harbour Branch
P.O. Box 5030
Moncton, New Brunswick
E1C 9B6
Telephone: (506) 758-9044

**FEDERAL BUSINESS DEVELOPMENT BANK**

The Federal Business Development Bank (FBDB) promotes and assists most types of businesses in Canada either at the start-up stage or at some other stage in their development. It pays particular attention to the needs of small and medium-sized businesses. The Bank offers three principal services: financial services (loans, loan guarantees, financial planning), investment banking, and management services such as counselling, training and information.

Business Information Centre (BIC)
The Business Information Centre (BIC) is the initial contact point within FBDB for business people seeking information about federal government programs and services. The Centre can discuss particular requests and arrange appointments with federal government officials, give advice on industrial matters and guidance on which departments to contact, follow-up on requests to ascertain that you have received proper attention and service, and distribute copies of departmental publications.

Ask for a copy of ABC: Assistance to Business in Canada.

Financial Services
FBDB's financial services include term loans, loan guarantees and financial planning.

Term loans are offered to customers to acquire fixed assets such as land, buildings, machinery and equipment. Term loans can also finance purchases of existing businesses, replenish or increase working capital depleted by recent capital expenditures and finance increasing sales.

Loan guarantees are made by FBDB as guarantors for a client in his dealings with a chartered bank or other financial institutions.

Export receivable financing provides a full guarantee to financial institutions for lines of credit they extend to exporters.

Venture captital
FBDB is prepared to purchase shares in a business for clients requiring equity, or work with other financial institutions in the private sector to obtain the equity financing required.

This service is intended for companies having high growth potential but little access to the capital market. FBDB generally remains a minority shareholder and divests itself of its holdings when feasible.

Management Services

FBDB provides business counselling, strategic planning and financial planning for small and medium-sized businesses. Business management seminars, joint seminars, management clinics, owner/manager courses, and information services are available. One of the major management services is CASE (Counselling Assistance to Small Enterprises). CASE personnel assist firms in improving their methods of doing business. Counselling is available in all areas of business management including accounting, marketing, production and personnel. Services are also provided in putting financing packages together and acting as an intermediary on behalf of the client.

Cultural Industries Development Fund

The fund was established in 1990 to aid Canadian-owned cultural businesses in four key problem areas: raising venture capital, having perception problems with financiers as to viability, marketing problems, and problems getting high risk collateral. The fund is administered by FBDB and financed by Communications Canada.

For more information on any FBDB program or service, contact one of the following offices:

Federal Business Development Bank
Cogswell Tower, Suite 1400
P.O. Box 1656
Halifax, Nova Scotia
B3J 2Z7
Telephone: 426-7850

Federal Business Development Bank
295 George Street
P.O. Box 726
Sydney, Nova Scotia
B1P 6H7
Telephone: 564-7700

Federal Business Development Bank
622 Prince Street
Truro, Nova Scotia
B2N 1G4
Telephone: 895-6377

Federal Business Development Bank
Aberdeen Commercial Centre
Suite 202, 129 Aberdeen Road
P.O. Box 540
Bridgewater, Nova Scotia
B4V 2X6
Telephone: 543-7821

**EMPLOYMENT AND IMMIGRATION CANADA**

Employment and Immigration Canada (EIC) administers a number of programs through the Canadian Jobs Strategy. The Strategy consists of six major programs:

1) Skill Investment Program: helps workers before they lose their jobs because of technological or economic change. It coordinates the efforts of employers and workers to give people a chance to learn new skills before they are laid off, or their existing skills become redundant. It has special features that make it practical for small businesses and self-employed individuals to participate.

2) Skill Shortages Program: acknowledges that, even in times of high unemployment, some skills are in short supply. This program allows employers to hire and train workers to meet their firms' skill needs.

3) Innovations Program: encourages just that -- new ideas and innovations. It encourages dynamism, new ways of tackling labour-management problems, and creativity. The doors are open for fresh thinking.

4) Job Entry Program: helps entrants to the labour force, especially school drop-outs or women re-entering the labour force after a long absence, to get established. It provides help for workers to find that "first job" -- and for employers takes some of the risk out of the hiring process.

5) Job Development Program: offers assistance to long-term unemployed individuals who need special assistance to get back to work. The program's goal is to get away from short-term "make'work" projects -- instead, providing workers with lasting skills to ensure permanent employment.

6) Community Futures Program: is designed for areas, especially single-industry communities, hard hit by economic downturns. It offers a wide-ranging package of incentives and benefits for both businesses and workers.

EIC also makes available the services of a Small Business Coordinator at each Canada Employment Centre. The Coordinator will work with individual employers, as well as with associations or groups of local businesses.

For more information on EIC programs and services, consult your local telephone directory for the nearest Canada Employment Centre. Collect calls will be accepted.

CEC Amherst
98 Victoria St, PO Box 248
Amherst, B4H 3Z2
Ph: 667-5163 Fax: 667-0195

CEC Antigonish
2nd Fl, Fed Bldg, 325 Main St
Antigonish, B2G 2C3
Ph: 863-6510 Fax: 863-0038

CEC Bedford
2nd Fl, Royal Bank Bldg
PO Box 217, 1597 Bedford Hwy
Bedford, B4A 2X2
Ph: 426-5185 Fax: 426-5552

CEC Bridgewater
236 Dominion Street
PO Box 3100
Bridgewater, B4V 3J1
Ph: 527-5511 Fax: 527-5570

CEC Chester
Shore Mall, PO Box 2000
Chester, B0J 1J0
Ph: 275-4404

CEC Clare
Credit Union Building
Church Point, B0W 1M0
PH: 769-3371

CEC Dartmouth
73 Tacoma Dr, PO Box 2400 DEPS
Dartmouth, B2W 4A5
Ph: 426-4720 Fax: 426-7301

CEC Dartmouth (North)
48 Fielding Avenue
Dartmouth, B3B 1E4
Ph: 426-7439

CEC Dartmouth (South)
Dartmouth Medical Centre
176 Portland St, PO Box 2400 DEPS
Dartmouth, B2W 4A5
Ph: 426-9052

CEC Digby
Evangeline Mall
PO Box 1540
Digby, B0V 1A0
Ph: 245-4781 Fax: 245-6226

CEC Glace Bay
26 Marconi St, PO Box 310
Glace Bay, B1A 5V4
Ph: 564-2455 Fax: 564-3655

CEC Guysborough
Chedabucto Ctr, PO Box 230
Guysborough, B0H 1N0
PH: 533-2119

CEC Halifax
2nd Fl, Mumford Tower II
Halifax Shopping Ctr.
7001 Mumford Rd, PO Box 2990
Halifax, B3L 4N5
Ph: 426-5165 Fax: 426-7641

CEC Halifax (North)
2089 Gottingen Street
Halifax, B3K 3B2
Ph: 426-3485

CEC Inverness
Railway St, PO Box 520
Inverness, B0E 1N0
Ph: 258-2995

CEC Kentville
2nd Fl,495 Main St,PO Box 150
Kentville, B4N 3W5
Ph: 679-5500 Fax: 679-2940

CEC Liverpool
164 Main St, PO Box 1690
Liverpool, B0T 1K0
Ph: 354-3471

CEC Lunenburg
PO Box 849, 121 Pelham St
Lunenburg, B0J 2C0
Ph: 634-8807

CEC Middleton
161 Commercial St, PO Box 100
Middleton, B0S 1P0
Ph: 825-4675

CEC Mulgrave
2nd Fl, Fed Bldg, PO Box 99
Main Street, Mulgrave, B0E 2G0
Ph: 747-2462

CEC New Glasgow
35 Donald Street
New Glasgow, B2H 4T9
Ph: 752-0500 Fax: 755-6776

CEC New Waterford
PO Bldg, 3400 Plummer Ave
New Waterford, B1H 1Y9
Ph: 564-3152 Fax: 564-2581

CEC North Sydney
N Sydney Mall, 105 King St
North Sydney, B2A 3S1
Ph: 564-3577 Fax: 564-7691

CEC Pictou
Fed Bldg, 31 Front St
Pictou, B0K 1H0
Ph: 485-4366

CEC Port Haweksbury
Chediac Shp Ctr, Reeves St
PO Box 699, Pt Hawkesbury B0E 2V0
Ph: 625-2500 Fax: 625-0266

CEC Shelburne
Cnr of John & Water Sts.
PO Box 819, Shelburne, B0T 1W0
Ph: 875-2452

CEC Springhill
68 Main St, PO Box 2050
Springhill, B0M 1X0
Ph: 597-3791

CEC Sydney
136 Charlotte St, PO Box 850
Sydney, B1P 6J3
Ph: 564-7246 Fax: 564-3651

CEC Truro
14 Court Street
Truro, B2N 4H7
Ph: 893-0016 Fax: 893-0075

CEC Windsor
48 Gerrish St, PO Box 2760
Windsor, B0N 2T0
Ph: 798-5701 Fax: 798-5816

CEC Yarmouth
13 Willow St, PO Box 249
Yarmouth, B5A 4B2
Ph: 742-0832 Fax: 742-0815

Acadia University
Suite 627, SUB
Wolfville, B0P 1X0
Ph: 542-2201 Fax: 542-7224

University College of CB
Rm. B - 1011, PO Box 5300
Sydney, B1P 6L2
Ph: 539-5300 Fax: 562-0119

Dalhousie University
4th Fl., SUB 6136 University Ave
Halifax, B3H 4J2
Ph: 494-3537 Fax: 494-1219

Mt St Vincent University
Rm 111, Rosaria Ctr
166 Bedfd Hwy Halifax, B3M 2J6
Ph: 426-9535 Fax: 445-3960

St Frances Xavier University
4th Fl, Bloomfield Ctr, PO Box 95
Antigonish, B2G 1C0
Ph: 863-6510 Fax: 867-5153

St Mary's University
4th Fl,O'Donnell-Hennessey Ctr
Halifax, B3H 3C3
Ph: 420-5499 Fax: 420-5561

Technical University of NS
5257 Morris St, 2nd Fl
PO Box 1000, Halifax, B3J 2X4
Ph: 420-7822 Fax: 420-7551

Universite Ste Anne
Credit Union Bldg
Church Point, B0W 1M0
Ph: 769-3371

**COMMUNICATIONS CANADA**

Communciations Canada develops policies, programs and cooperative arrangements to achieve Canada's social and economic objectives for culture and to foster cultural development. The Department is also responsible for the promotion, establishment, development and efficiency of communication systems and facilities for Canada.

A number of related agencies report through Communications Canada. These include:

- Canada Council
- Canadian Broadcasting Corporation (CBC)
- Canadian Cultural Property Export Review Board
- Canadian Radio-Television and Telecommunications Commission (CRTC)
- National Archives
- National Arts Centre
- National Film Board
- National Library
- National Museums of Canada
- Telefilm Canada
- Telesat Canada

Two programs of note for the cultural sector are the Cultural Initiatives Program and the Canadian Book Publishing Development Program.

Cultural Initiatives Program

The Special Program of Cultural Initiatives was established in 1980 to provide non-profit professional cultural organizations with funding for artistic and cultural programs.

The objectives of the program, which may be adjusted from time to time, are to provide:

- assistance to artistic projects making innovative and effective use of new communications technologies;
- assitance for management development in the performing and visual arts, and in the area of cultural heritage;
- capital assitance to cultural organizations to provide better access to the performing and visual arts and Canada's cultural heritage;
- support to nationally significant cultural and artistic events throughout Canada.

## Canadian Book Publishing Development Program

The Canadian Book Publishing Development Program provides finanical assitance to Canadian publishers to increase their share of Canadian and foreign markets. By strengthening the economic base of the industry, Communications Canada will help Canadian publishers - who produce the vast majority of Canadian-authored books - become a dominant force in our domestic market.

Approximately 3,500 newspapers and periodicals benefit from second-class preferential postal rates because of the Government of Canada's financial contribution to Canada Post. Reduced rates are also available to libraries, book publishers, wholesalers and retailers. As a result, Canadians at home and abroad have greater access to Canadian publications.

For more information on these two programs, please contact:

Communications Canada
Atlantic Regional Office
Terminal Plaza Building
1222 Main Street, 7th Floor
P.O. Box 5090
Moncton, New Brunswick
E1C 8R2
Telephone: (506) 857-6535

## CANADA COUNCIL

The Canada Council was created in 1957 as the primary instrument of support for the arts. Grants and services are available to deserving artists and organizations involved in music, dance, theatre, visual arts, media arts, writing and publishing. Assistance is available for individual artists to develop creative projects and for arts organizations to defray operating expenses or costs of special projects.

For further information, please contact:

Canada Council
P.O. Box 1047
Ottawa, Ontario
K1P 5V8
Telephone: (613) 237-3400

## CANADIAN CULTURAL PROPERTY EXPORT REVIEW BOARD

Parliament proclaimed the Cultural Property Export and Import Act in 1977 and established the Canadian Cultural Property Export Review Board. The Board accomplishes its important task in three ways. First, it controls the export of cultural

objects, giving designated Canadian institutions (public galleries, museums, libraries and archives) an opportunity to buy them. Second, it offers tax incentives to encourage individuals to donate or sell items such as outstandng works of art, family heirlooms or antique furniture to such institutions. Third, it makes recommendations to the Minister concerning grants to these institutions; these grants enable them to buy cultural objects outside Canada if they become available for purchase, or within the country if their export has been delayed by the control system. For further information, please contact:

Movable Cultural Property Secretariat
Communications Canada
300 Slater Street, Room 366
Ottawa, Ontario
K1A 0C8
Telephone: (613) 993-4525

## NATIONAL FILM BOARD

The National Film Board (NFB) has been producing and distributing outstanding Canadian films on a wide variety of subjects since it was formed in 1939. Every year, the NFB distributes thousands of films and other audio-visual materials for screening on television, in theatres and classrooms and at home. Its films are increasingly available at video rental outlets. The NFB's many subsidiary services include lectures on the art of filmmaking and workshops with renowned filmmakers.

Through research and development, the NFB advances the art and technology of audio-visual communication. The Board also furthers Canadian filmmaking by offering assistance in various ways: by commissioning independent filmmakers in all regions of Canada; by assisting Canadian producers and new filmmakers; and by participation in many Canadian film festivals.

The excellent quality of the NFB's films has been recognized by audiences around the world and has earned the NFB an international reputation. For further information, please contact:

National Film Board
Public Affairs
Box 6100, Station A
Montreal, Quebec
H3C 3H5
Telephone: (514) 333-3452

## NATIONAL MUSEUMS OF CANADA

The National Museums of Canada give the Canadian public access to our multifaceted cultural heritage. Through its four Museums in Ottawa and a network of museums and galleries from

Victoria to St. John's, this agency preserves and interprets an immense array of the works of man and products of nature, with special reference to Canada.

The National Museums are responsible for conducting various National Programs across the country. Technical and financial assistance is provided for hundreds of public museums, art galleries and related institutions, including a network of 21 Associate Museums and National Exhibition Centres. "Museumobiles" transport exhibits to smaller Canadian communities without access to major museums. The Canadian Conservation Institute offers conservation and restoration services, research, training and information throughout Canada to protect and preserve our heritage treasures. A computerized inventory of museum objects (the Canadian Heritage Information Network) benefits 150 member museums and galleries. And an international program arranges the exchange of international exhibitions both within and outside Canada.

For further information, please contact:

National Museums of Canada
Head Office
L'Esplanade Laurier, West Tower
300 Laurier Avenue West
Ottawa, Ontario
K1A 0M8
Telephone: (613) 993-4285

TELEFILM CANADA

The Canadian film industry is growing thanks to the establishment of the Canadian Film Development Corporation in 1968. The CFDC, remaned Telefilm Canada in 1984, supports the Canadian film and video industry through loans and special funding for the production and distribution of Canadian feature films within and outside of the country. Telefilm also supports television productions (including drama, variety and children's programming) created by privately-owned Canadian companies. Its involvement in producing high-quality television programming has been enhanced by the Department of Communications' Canadian Broadcast Program Development Fund administered by the agency. Telefilm's mandate comprises the promotion of our film industry and marketing of Canadian productions and major film events in Canada and abroad. In the international sphere, Telefilm administers Canada's co-production treaties -- which has led to such film achievements as "Quest for Fire", "Atlantic City" and "Maria Chapdelaine".

Financing is available for various film-related activities. There are loans which allow producers to develop projects and begin filming while they are arranging for permanent financing. Loans are offered to Canadian distributors to launch Canadian films in Canada. Grants are given to non-profit industry organizations for film festivals, workshops and seminars. Funding is also supplied for the writing of screenplays for feature films and television.

For further information, please contact:

Telefilm Canada Head Office
600 de la Gauchetière Street West
25th Floor
Montreal, Quebec
H3B 4L2
Telephone: (514) 283-6363

## OTHER FEDERAL DEPARTMENTS AND AGENCIES

Other federal government departments and agencies have programs which may assist tourist operators as part of their general mandate. For more information on federal government programs or services, contact the Canada Service Bureau at 426-8092, located at 1675 Barrington Street, Halifax, Nova Scotia.

Some of the programs and activities of other federal government departments which may bear on tourist-related operations include:

Agriculture Canada: provides assistance to agriculture fairs and exhibitions;

Energy, Mines and Resources Canada: provides assistance for energy management and conservation;

Environment Canada: provides assistance for pollution control programs and is responsible for the national park system;

Labour Canada: responsible for industrial relations, quality-of-working-life and occupational safety and health;

Health and Welfare Canada: administers the Canada Pension Plan;

Revenue Canada: responsible for federal taxation;

Transport Canada and National Transportation Agency: responsible for transportation policy formulation and regulation; and

Minister of State (Multiculturalism): responsible for multiculturalism programs and services in Canada.

# MUNICIPAL GOVERNMENT

## MUNICIPAL GOVERNMENT

When undertaking a tourism or cultural initiative, various municipal ordinances and bylaws must be satisfied. For example, most municipalities in Nova Scotia have some or all of the following regulations of which the tourism and cultural sector must be cognizant:

- land use bylaws (zoning), with parking and open-space requirements where applicable
- sub-division regulations and bylaws
- building bylaws, including plumbing and electrical codes
- heritage bylaws, with some municipalities having Heritage Advisory Committees
- health permits
- engineering standards for sewer and water services and roads
- municipal property taxes and any applicable charges for pollution control, water supply, sewage development
- fire inspections
- garbage collection

Many municipalities also offer services or assistance. Some offer tax relief or direct grants for some community facilities such as art galleries and performance centres, or offer the use of municipal or school property to community organizations. Municipal recreation departments often offer classes in cultural activities.

Contact your local municipality, whether it be a city, town, village, district or county for more information. Telephone numbers are listed in the back of your local directory.

# OTHER ORGANIZATIONS

**TOURISM INDUSTRY ASSOCIATION OF NOVA SCOTIA (TIANS)**

The Tourism Industry Association of Nova Scotia operates as a private sector tourism industry organization and represents a broad spectrum of the tourism and travel industry in the province. The Association seeks to improve and develop the tourism industry of Nova Scotia. It also acts to secure harmony and cooperation between all segments of the tourism industry. This organization works with all levels of government and their agencies, business and labour and their respective associations on all matters pertaining to the tourism industry and encourages an overall provincial education program for the industry. The Association also informs members of industry programs and policies, conducts studies and advises on matters requiring review. TIANS also operates two committees: Education and Training, and Accommodation Grading.

Contact:

Tourism Industry Association of Nova Scotia
World Trade and Convention Centre
Suite 513
1800 Argyle Street
Halifax, Nova Scotia
B3J 3N8
Telephone: 423-4480

<u>Education and Training Department</u>

TIANS's Education and Training Department provides contract services for the Tourism Regional Industrial Training Committee (TRITC). When the TRITC identifies a training need, the TIANS Department acts to implement or develop the training program. The Department also acts as a resource centre for tourism programs and instructors, conducts tourism research, promotes professionalism through standards and certification, and raises Industry awareness of training needs.

For more information, contact:

Coordinator,
Education and Training Department,
Tourism Industry Association of Nova Scotia
1800 Argyle Street, Suite 513
Halifax, Nova Scotia
B3J 3N8
Telephone: 422-5853

## Accommodation Grading Committee

TIANS's Accommodation Grading Committee administers the Nova Scotia Accommodation Grading Program. This is a voluntary program for fixed-roof accommodations whereby ratings or "stars" are awarded on the basis of overall cleanliness, state-of-repair, and amenities, facilities and services offered. There is a fee to join the program; in return, a member receives a powerful marketing tool.

For more information, contact:

Manager,
Accommodation Grading Program
Tourism Industry Association of Nova Scotia
1800 Argyle Street, Suite 513
Halifax, Nova Scotia
B3J 3N8
Telephone: 423-4480

## REGIONAL TOURIST ASSOCIATIONS

There are ten regional tourist associations recognized by the Department of Tourism and Culture for funding purposes. These associations, as representatives of the tourist industry in their respective areas, exist for the purpose of encouraging, marketing, stimulating and generally supporting the development of tourism within regions of the Province. The regional associations also act as umbrella organizations for the varied local tourist associations across the Province.

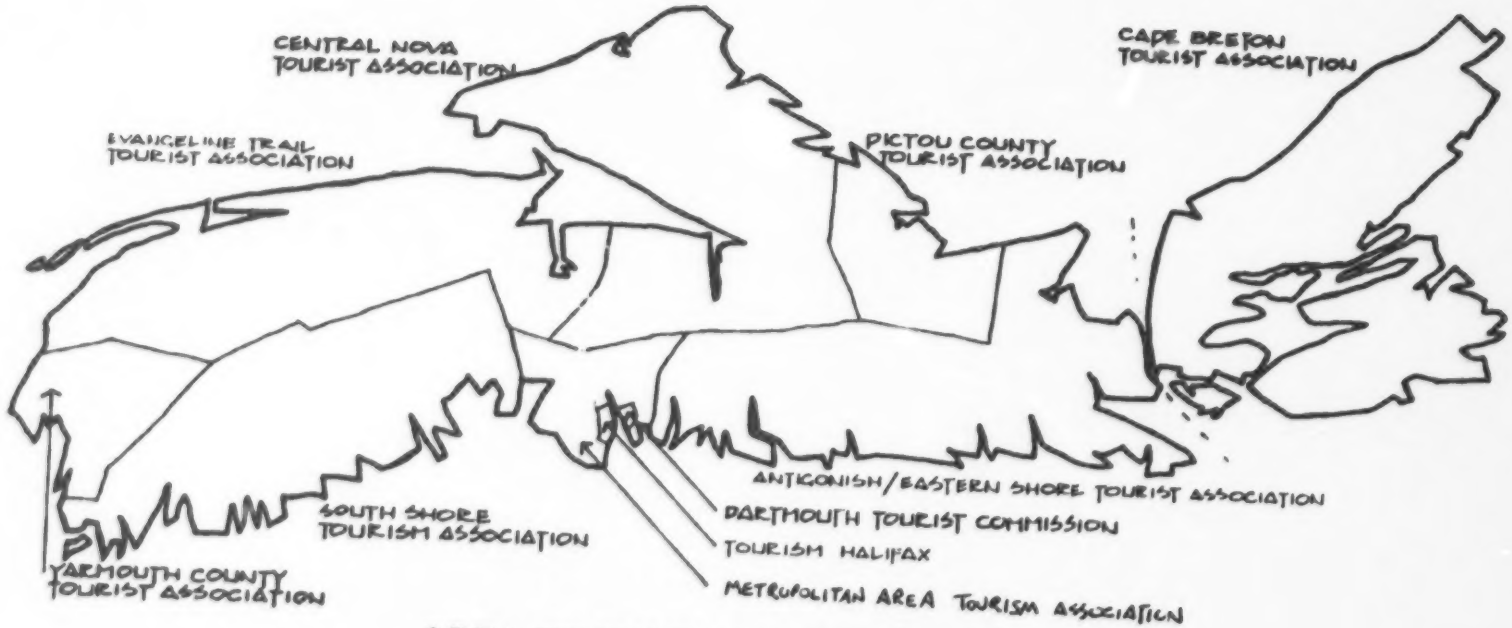
For further information, contact the association in your area:

TOURISM HALIFAX
Tourism Halifax
1800 Argyle St., P.O. Box 1749
Halifax, Nova Scotia
B3J 3A5
Phone: 421-8736/6448
Fax: 421-2842

ANTIGONISH/EASTERN SHORE TOURIST ASSOCIATION
Musquodoboit Harbour
Halifax County, Nova Scotia
B0J 2L0
Phone: 889-2362

EVANGELINE TRAIL TOURISM ASSOCIATION
5518 Prospect Road
New Minas, Nova Scotia
B4N 3K5
Phone: 681-1645
Fax: 681-2747

YARMOUTH COUNTY TOURIST ASSOCIATION
P.O. Box 477
Yarmouth, Nova Scotia
B5A 4B4
Phone: 742-5355
Fax: 742-1295




AREA TOURIST DIRECTORS' BOUNDARIES

**DARTMOUTH TOURIST COMMISSION**
City of Dartmouth Economic
Development Department
P.O. Box 817
Dartmouth, Nova Scotia
B2Y 3Z3
Phone: 464-2220

**CENTRAL NOVA TOURIST ASSOCIATION**
P.O. Box 1761
Truro, Nova Scotia
B2N 5B6
Phone: 893-8782

**PICTOU COUNTY TOURIST ASSOCIATION**
P.O. Box 782
New Glasgow, Nova Scotia
B2H 5G2
Phone: 755-5180
Fax: 755-2848

**CAPE BRETON TOURIST ASSOCIATION**
20 Keltic Drive
Sydney River, Nova Scotia
B1S 1P5
Phone: 539-9876
Fax: 539-8430

**SOUTH SHORE TOURISM ASSOCIATION**
P.O. Box 149
Mahone Bay, Nova Scotia
B0J 2E0
Phone: 624-6466
Fax: 624-9734

**METROPOLITAN AREA TOURISM ASSOCIATION**
P.O. Box 679
Suite 202, Bedford Tower
Bedford, Nova Scotia
B4A 3H4
Phone: 835-0677

## NOVA SCOTIA RESTAURANT AND FOOD SERVICES ASSOCIATION

The Nova Scotia Restaurant and Food Services Association boasts over 200 members who constantly strive to provide more efficient services to tourists and travellers. Upon becoming a member, an operator has the opportunity to display the familiar logo of the Association.

For more information, contact:

Nova Scotia Restaurant and
Food Services Association
P.O. Box 3128, Halifax South Postal Station
Halifax, N.S.
B3J 3G6
Telephone: 429-5343
Fax: 425-1025

## INNKEEPER'S GUILD OF NOVA SCOTIA

The Innkeepers Guild is an association of concerned innkeepers that was founded in 1939. Members of the Guild, all operators of accommodation establishments, have consistently worked

towards improved standards and facilities in order to better serve the travelling public. Members in good standing display the symbol of the Association, which is also included next to the name of the accommodation in tourism listings.

For more information contact:

Innkeepers Guild of Nova Scotia
Mailing Address:
P.O. Box 3310
Halifax South Postal Station
Halifax, Nova Scotia
B3J 3J1

Street Address:

World Trade and Convention Centre
Suite 513
1800 Argyle Street
Halifax, Nova Scotia
B3J 3N8
Telephone: 422-5249

**CAMPGROUND OWNERS ASSOCIATION OF NOVA SCOTIA**

The Campground Owners Association of Nova Scotia is primarily an association of concerned campground owners. Members of the Association, all operators of campground establishments, have consistently worked towards improved standards and facilities in order to better serve the travelling public. Members in good standing display the symbol of the Association.

For more information, contact:

Campground Owners Association
of Nova Scotia
PO Box 410
Hantsport, Nova Scotia
B0P 1P0
Telephone: 684-9192/9494 (H)
542-5309 (W)

**NOVA SCOTIA FARM AND COUNTRY VACATION ASSOCIATION**

There are more than 40 Farm and Country Vacation homes in rural areas of Nova Scotia. These homes offer a unique experience to travellers seeking a change of pace by giving the traveller the

opportunity to stay with a rural family and to have a chance to enjoy some downeast hospitality or observe local farm activities. Each of these homes pledges to offer clean, comfortable rooms and adequate bathroom and kitchen facilities.

For more information on Farm and Country Vacations, write for the Farm and Country Vacation Hospitality Guide or contact:

Coordinator
N.S. Farm and Country Vacation Association
Department of Agriculture and Marketing
PO Box 89
St. Peters, Nova Scotia
B0E 3B0
Telephone: 535-2022

## CHECK INNS

Check Inns is Nova Scotia's computerized reservation and information system. From anywhere in Canada or the continental United States, a traveller can make an accommodation reservation for Nova Scotia toll-free. Reservations can also be made in person at any of the mini-reservation centers at Yarmouth, Amherst, Pictou, Antigonish, Halifax, Port Hastings, Wood Islands (PEI) or Portland, Maine.

Check Inns is able to inform travellers about the rates and facilities at different hotels, motels and campgrounds as well as make their reservations and give instant confirmation. This service is also able to give travellers a complete schedule of festivals and special events being held throughout the Province as well as all the details on car rentals, ferry schedules, listings of museums and art galleries; even weather forecasts for each area.

For more information on becoming listed with Check Inns, please contact:

Check Inns Ltd.
World Trade and Convention Centre
Suite 515
1800 Argyle Street
Halifax, Nova Scotia
B3J 3N8
Telephone: 422-9651

## ASSOCIATION OF UNIQUE COUNTRY INNS

The Association of Unique Country Inns is an organization representing member country inns in Nova Scotia. The

Association is involved in joint marketing activities on behalf of its members. Members also benefit from networking and lobbying efforts by the Association.

For more information, contact:

Association of Unique Country Inns
c/o South Shore Country Inn
Broad Cove, Nova Scotia
B0J 2H0
Telephone: 677-2042

## RETAIL GASOLINE DEALERS ASSOCIATION OF NOVA SCOTIA

The Retail Gasoline Dealers Association of Nova Scotia is an umbrella organization which represents member retail gasoline dealers. The Association provides a unified voice on issues affecting member businesses.

For more information, contact:

Retail Gasoline Dealers Association of Nova Scotia
12 Portland Street
Dartmouth, Nova Scotia
B2Y 1G9
Telephone: 466-7516

## CANADIAN HOSTELLING ASSOCIATION OF NOVA SCOTIA

The Canadian Hostelling Association of Nova Scotia encourages a greater knowledge, love, and care of the countryside through low-cost, educational and recreational travel. The Association is part of an international network of some 5,400 hostels in more than 80 countries. There are currently six hostels in Nova Scotia.

For more information, contact:

Canadian Hostelling Association of Nova Scotia
5516 Spring Garden Road
PO Box 3010 South
Halifax, Nova Scotia
B3J 3G6
Telephone: 425-5450

## PROFESSIONAL FISHING AND HUNTING OUTFITTERS ASSOCIATION OF NOVA SCOTIA

The Professional Fishing and Hunting Outfitters Association of Nova Scotia acts as an umbrella organization for its members to

address situations and problems related to hunting and fishing activities.

For more information, contact:

Professional Fishing and Hunting Outfitters
Association of Nova Scotia
PO Box 85
Great Village, Nova Scotia
B0M 1L0
Telephone: 668-2035/2062

## TOURISM REGIONAL INDUSTRIAL TRAINING COMMITTEE

The Tourism Regional Industrial Training Committee (TRITC) is a non-profit society funded by Employment and Immigration Canada established to assist in creating a more skilled tourism labour force. Comprised of representatives from both Government and Industry, the Committee responds directly to the training needs identified by businesses in the tourism and hospitality industry. Once a need is identified, the Committee attempts to find a program and instructor. The Committee then secures funding form Governement to pay for the cost of the course. Participating employers or businesses are expected to dedicate the time required for a trainee to complete the training program. The employer is responsible for selecting participants to attend the course and to maintain their wages during the training period.

Existing tourism training courses can be utilized or new courses suggested. If several employees have the same training needs, the Committee may set up a course for a specific business. Businesses may want to get together and request a course specific to their needs.

For more information on the Committee, contact:

Coordinator,
Tourism Regional Industrial Training Committee
1800 Argyle Street, Suite 513
Halifax, Nova Scotia
B3J 3N8
Telephone: 422-3344

## COUNCIL OF NOVA SCOTIA ARCHIVES

The Council of Nova Scotia Archives acts as an umbrella group for archival repositories throughout the Province. The Council's specific objectives are to act as the liaison between provincial archival institutions and the Canadian Council on

Archives, and to assist its institutional membership (presently 55) in archival matters. The Council publishes a semi-annual newsletter and on occasional paper series and holds two confernces a year on archival topics.

For more information, contact:

Council of Nova Scotia Archives
6016 University Avenue
Halifax, Nova Scotia
B3H 1W4
Telephone: 423-9115

## THE ROYAL NOVA SCOTIA HISTORICAL SOCIETY

The Royal Nova Scotia Historical Society collects and preserves documents, papers and objects illustrative of Nova Scotian history. The Society's specific objectives are to present papers at monthly meetings, publish historical papers and promote public awareness and interest in the heritage of Nova Scotia.

For more information, contact:

The Royal Nova Scotia Historical Society
6016 University Avenue
Halifax, Nova Scotia
B3H 1W4
Telephone: 423-9115

## HERITAGE TRUST OF NOVA SCOTIA

As a charitable, non-profit organization, the Heritage Trust of Nova Scotia actively participates in the preservation of the built and cultural heritage of Nova Scotia. The Trust's specific objectives are to take the initiative in preserving the built heritage and to accept or purchase properties to preserve examples of the provincial built heritage for the public benefit. Services provided include expertise and support for other heritage groups, publications of books and pamphlets, and provision of lectures and tours designed to foster an interest in heritage.

For more information, contact:

Heritage Trust of Nova Scotia
Suite 522, Roy Building
1657 Barrington Street
Halifax, Nova Scotia
B3J 2A1
Telephone: 423-4807

**NOVA SCOTIA TALENT TRUST**

The mandate of the Nova Scotia Talent Trust is to provide scholarships to students studying in the performing or creative arts who ultimately plan to work as performing or creative artists. Students must be native Nova Scotians or have lived in Nova Scotia for a period of four or more years.

The Talent Trust's objective is to foster through education the growth of aspiring and potentially professional performing or creative artists.

Specific services include: bi-annual selection meetings -- (students considering summer studies should apply no later than January 15th and students considering full time study should apply no later than May 15th) and special considerations towards gifted and talent youth.

For more information, contact:

The Nova Scotia Talent Trust
P.O. Box 864
Halifax, Nova Scotia
B3J 2V2
Telephone: 424-5694

**DRAMATISTS CO-OP OF NOVA SCOTIA**

The mandate of the Dramatists Co-op of Nova scotia is to promote and encourage Nova Scotian playwrights. Specific services include: monthly newsletters, writers' readings, round tables on scripts, public readings and new play workshops.

For more information, contact:

Dramatists Co-op of Nova Scotia
P.O. Box 3608 South
Halifax, Nova Scotia
B3J 3K6
Telephone: 423-8116

**PERFORMING ARTS SPONSORS OF NOVA SCOTIA - (PASONS)**

The mandate of PASONS is to promote and encourage performing arts touring activities within Nova Scotia.

The specific objective of PASONS is to unite touring performing artists or performing arts companies with potential performing

arts buyers. Upon establishing a mutual connection, PASONS then coordinates all of the logistics necessary to make a tour successful. Through the use of a block-booking technique, PASONS strives to offer all touring presentations to its membershp at the lowest possible price.

PASONS provides specific services such as:

(1) Contract negotiations
(2) Sponsor development
(3) Information and addresses regarding Nova Scotian presenters
(4) Artist consultation and tour coordination
(5) A current roster of artists interested in touring Atlantic Canada

For more information, contact:

Performing Arts Sponsors of Nova Scotia
P.O. Box 3118 South
Halifax, Nova Scotia
B3J 3G6
Telephone: 422-3893

## CAPE BRETON SCHOOL OF CRAFTS

The Cape Breton School of Crafts mandate is to serve as an information centre for craft development and to provide education and training in arts and crafts. Courses and workshops are held at the Lyceum building in Sydney.

For further information, please contact:

Director
Cape Breton School of Crafts
P.O. Box 1686
Sydney, Nova Scotia
B1P 6T7
Telephone: 539-7491

## ATLANTIC CRAFT TRADE SHOW

The Atlantic Craft Trade Show provides a wholesale marketing opportunity for craftspeople of the Atlantic region. It is organized and funded by the Governments of the four Atlantic Provinces, through a specific incorporated non-profit organization.

An annual wholesale trade show is held at the World Trade and Convention Centre, Halifax, each February.

Application forms and information may be requested from:

Head, Production Crafts Section
Cultural Affairs Division
N.S. Department of Tourism and Culture
P.O. Box 456
Halifax, Nova Scotia
B3J 2R5
Telephone: 424-4062

## NOVA SCOTIA LIBRARY ASSOCIATION

The mandate of the Nova Scotia Library Association is to promote and facilitate, through practical means, the exchange of ideas, problems and solutions among people concerned with library service at all levels in the geographic area of Nova Scotia.

The objectives of the Association are to attend to the needs of non-professional staff in libraries, and to increase types of libraries under-represented in the Association. Services provided include: quarterly newsletter; conferences (annual); workshops; and a voice for concerns of all library workers in Nova Scotia.

For more information, contact:

President
Nova Scotia Library Association
c/o Eastern Counties Regional Library
Murray Street
P.O. Box 250
Mulgrave, Nova Scotia
B0E 2G0
Telephone: 747-2597

## THE PHOTOGRAPHIC GUILD OF NOVA SCOTIA

The mandate of the Photographic Guild of Nova Scotia is to provide a forum of international class photographic competition and exhibition though the motivation of members to participate in amateur and professional photography competitions.

Services include: workshops, seminars, lectures and field trips and annual exhibitions - fall and spring. Slides are judged in Canada through the National Association of Photographic Arts and in the United States through the Photographic Society of America.

For more information, contact:

The Photographic Guild of Nova Scotia
42 Bowling Green Crescent
Dartmouth, Nova Scotia
B2V 1J8
Telephone: 434-1516

## THE CENTRE FOR ART TAPES

The Centre for Art Tapes is a non-profit, artist-run organization that actively encourages the use of electronic art.

The objective of the Centre is to encourage the independent production of audio and video tapes. Services provided include:

Regular monthly exhibitions of electronic art;
Workshops for training and production of audio and video art; and
Archival documentation of audio, video tapes and prints.

For more information, contact:

The Centre for Art Tapes
2156 Brunswick Street
Halifax, Nova Scotia
B3K 2Y8
Telephone: 429-7299 or 429-6399

## ATLANTIC FILMMAKERS'S CO-OPERATIVE

The Atlantic Filmmaker's Co-operative is a non-profit membership co-operative organization for first-time filmmakers.

The Co-operative provides film training and educational programs; conducts workshops in film training to its membership and general public; and conducts workshops in film in conjunction with Nova Scotia College of Art and Design.

For more information, contact:

Atlantic Filmmakers' Co-operative
P.O. Box 2043, Station M
Halifax, Nova Scotia
B3J 2Z1
Telephone: 423-8833